

247 Index *

Forrest Keeling Nursery's

PHONE
Twin Oaks
8-5571

PLANTLAND

Brings YOU the BIG

Parade of Values

SPRING FESTIVAL!

Elsberry, Missouri

**ORDER
BY MAIL
NOW!
SEE PAGE 9
OR
DRIVE
OUT
TO**

Continuing Thru
MARCH • APRIL • MAY



CRAPÉ MYRTLE 'Watermelon Red'

New and finest of all Crape Myrtles. Large, crinkly showy flowers. Glamour shrub of the South and now we find this new variety will thrive clear to the Iowa line and bloom first year from midsummer to frost.

Strong 18 to 24 in. field-grown plants. Special Only \$1.00 each



Colorado BLUE SPRUCE

(*Picea pungens glauca*)

Everyone knows and cherishes the Colorado Blue Spruce. Our trees are grown from seed gathered from blue trees and predominate in the bluer hues. Plant in full sun and mulch with manure, leaf mold, Michigan Peat Moss or other mulch rich in nitrogen to bring out the color.

These trees are not little seedlings but are strong 5-yr. old nursery transplants, 9 to 12 inches, that will rapidly develop into priceless specimens.

Very Special

\$1.00
each

Specials

PAUL'S SCARLET CLIMBER

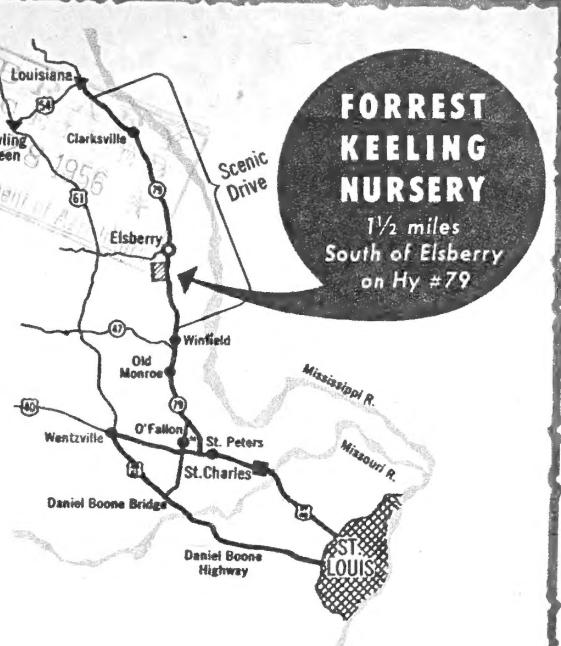
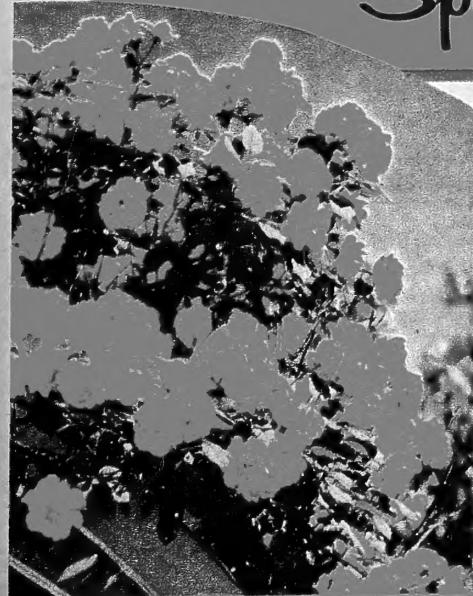
Highest-rated climbing rose ever developed—ranks considerably above "Blaze". Intense scarlet flowers of exquisite shape and good size borne in heavy clusters. This is the unbelievably beautiful climbing rose which makes such a riotous display in June.

Our plants are the finest that can be bought—bar none. No. 1 Northern California plants.

Regularly these sell for 1.45

Special Only

\$1.00
each



FORREST KEELING NURSERY

1½ miles
South of Elsberry
on Hy #79

It's EASY to get to PLANTLAND

An hour from West St. Louis, on Highway No. 79—a beautiful drive up the Mississippi River Hills. You will find adequate parking facilities, a spot to eat your picnic lunch, if you like, and courteous and informed sales people to assist you with your planting problems. We love to have you browse around and inspect our plants.

"Christmas
All Year"

American HOLLY

Finest broadleaf evergreen in America. Cutting twigs only increases density. Grows in sun or part shade. We grow thousands of seed-grown from selected trees. Have endured northern winters for 10 to 12 years.

10 to 12 in. plants growing in soil blocks

Special Only

\$1.00
each



OREGON GRAPE HOLLY

This broadleaf evergreen is easily grown, with shiny Holly-like leaves and clusters of yellow flowers followed by bunches of blue berries. Thrives in shade or sun. Ornamental foliage is useful for cutting.

Husky 12 to 15 in. compact plants. Best we have ever offered and at a price one-half value. Special Offer.

\$1.00
each

**ALL
SPECIALS
on this page**

available for
pick-up at the
nursery or
shipped
Postpaid,
while our
supply lasts.

NO QUANTITY
DISCOUNT
ON FRONT
PAGE SPECIALS

**SEE
INSIDE**

For Complete Selection
of Ornamental Plants,
Perennials, House Plants,
Shade Trees and Fruits

Forrest Keeling MULTIFLORA ROSE



HORSE HIGH
BULL STRONG
GOAT TIGHT

Back in 1935, when Hugh Steavenson started to develop Multiflora Rose for fences, little did he think that less than 20 years later thousands of miles of fences would be grown from what he named: "Forrest Keeling Multiflora Rose" type plantings. Today, this hardy, thorny fence, which he termed "Horse high—Bull strong—Goat tight," has solved the problem of lifetime fences with economy and no maintenance cost. Literally millions of Forrest Keeling Multiflora rose plants have been shipped to all parts of the country from the Forrest Keeling Nursery in Elsberry, Mo.

Not only has this living fence become a wonderful boon to the owner of large farms and ranches, but homeowners, institutions and commercial enterprises, like drive-in theatres and motels, have found the Multiflora Rose fence the one type that insures privacy and property protection.

FORREST KEELING MULTIFLORA ROSE is a thick, thorny, blossoming shrub that attains a height of 6 to 8 feet. When the plants are set close together (12 inches) in a single row they rapidly form an effective barrier against livestock and people.

The importance of selecting the right type of Multiflora cannot be over-emphasized.

The U.S. Department of Agriculture says "When selecting plants for your fence hedge of multiflora rose, be sure they are erect and have stiff thorns." The University of Missouri, College of Agriculture, has this to say: "The multiflora rose is notorious for variability of form and vigor. Upright, spreading and trailing kinds may be found. Some have thorns, others are thornless. For hedge fence purposes, it is important to select the upright, thorny, vigorous type which grows a mass of dense canes from the ground to a height and spread of about eight feet."



Selecting parent stock for thorniness, disease resistance and vigor. (Note our well-grown fields of Multiflora.)

We grow only one type of Multiflora and we think there is none better for hedge fencing purposes. Its growth is somewhat umbrella-like. Canes shoot up 4 to 6 feet or more, then begin to droop, with the slender ends of the side canes hanging almost to the ground.

Here Is What Our Famous F. K. Multiflora Rose Is . . .

We make no ridiculous claims for Multiflora Roses. In the interest of good business we believe it is important to sift the facts from fancies! We would not have you believe that this Multiflora is red-flowering and everblooming. There simply "ain't no such animal." The masses of white or dusty pink blossoms are beautiful enough, without gilding the lily. Nor do we try to picture Multiflora as a dwarf rose suitable as a low hedge or edging around the front yard, along walks and in similar situations where a Floribunda Rose should be used. We know of many, many homes where our Multiflora does a beautiful job of screening the rear and sometimes sides of even small properties, but it should never be planted where a low hedge or edging is desired. Some "promoters" would imply that planting is little more than dropping the plants to secure a living fence almost over night. Planting is simple enough and growth is fast enough without using such exaggeration. Multiflora, and particularly the type we grow, is such a remarkable plant in its own right that we believe it unnecessary to dream up a lot of attributes it doesn't possess.



Forrest Keeling Multiflora Rose in bloom. A mass of small white or dusty pink blooms that fill the air with delicate fragrance appear in late May.

PRICES

FORREST KEELING MULTIFLORA ROSE

Price for Plant in Quantities		
100 to 500	500 to 4900	5000 Up

7c Ea. (Postpaid)	5c Ea. Shipped Express
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4c Ea. (Postpaid)	3½c Ea. 3c Ea. Shipped Express
-------------------	--------------------------------

11c Ea. (Postpaid)	8c Ea. 7c Ea. Shipped Express
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No. 1 STANDARD—Top quality for field fencing. Well branched, 15-18 inches (before pruning) with root-crown caliper of 3/16-1/4-inch. Husky and uniform plants.

UTILITY GRADE—10 to 15 in. (before pruning). Root-crown caliper 2/16-3/16-inch. One or two stems and balanced root.

JUMBO GRADE—Extra heavy plants for quick effect. Stocky, 18-24 inches (before pruning). Root-crown caliper 1/4 to 3/8-in. Heavily stemmed and strong rooted.

COUNTRY CLUB GRADE—

For estate, country clubs, the home lot and similar uses where a stout barrier or screen is desired in the shortest period choose our giant "Country Club Grade." Top growth 24 inches and up (before pruning). Root-crown caliper 5/16 to 1/2 inch.



Per 100 plants \$19.00
shipped express

Fifty plants \$10.50
shipped express

Twenty-five plants \$5.95
postpaid

Country Club Grade
Plant at Left. No. 1
Standard Grade at
Right.

GUARANTEE

We guarantee that 95% of the No. 1 Standard (and larger sizes) Forrest Keeling Multiflora Rose that you buy from us will live.

If you will notify us during the first summer (before August 15) following planting of the number which do not live, replacement will be made equal to 95% of the number originally purchased.

Utility size will ordinarily give excellent survival but we limit the guarantee to 85% because this smaller size is more vulnerable to adverse weather and site.



ELSBERY, MISSOURI

Hugh Steavenson
FORREST KEELING NURSERY

OUR Satisfied CUSTOMERS YOUR BEST GUARANTEE!

MILLIONS OF *Forrest Keeling* MULTIFLORA ROSE PLANTS
HAVE BEEN SOLD TO MAKE LIFETIME FENCES

"You told me two years ago to keep you informed on the progress of the Multiflora Rose Fence. Well, sir, it survived one of the hottest and driest summers we've ever had, last year. Despite this and red soil the fence has done exceptionally well and I've received many compliments on it."

Skylane Drive-In Theatre, Anderson, South Carolina

Sunning in privacy. This outdoor living room, most attractive in town, was a neighborhood cross-roads for children and dogs before it was screened with a Forrest Keeling Multiflora hedge. The hedge also makes a perfect background for the flower border and has attracted numerous songbird residents to the grounds.

FROM MISSOURI:
"I desire 200 more #1 Standard Thorny Multiflora Rose. None of the 350 I ordered last spring has died. Some of the shoots on some of the plants have already grown 5½ feet."
St. Louis, Mo.

FROM OKLAHOMA:
"I bought 50 from you last year, and they are wonderful!"
Oklahoma City, Okla.

FROM TEXAS:
"This is a snapshot of a 3 yrs. old Multiflora rose hedge (stock from your nursery). Has thrived thru Texas drought and grasshopper siege of last summer without irrigation. It borders the road and gets plenty of water from road ditch when it does rain!"
Ft. Worth, Texas

FROM MICHIGAN:
"We planted Multiflora Rose Fence on our place at Pigeon, Michigan, in the fall of 1951—it survived two winters in fine shape and is now a nice fence—canes are 5 to 6 feet long—We're very proud of it!"
Lansing, Mich.

FROM ILLINOIS:
"Of the 1000 plants of your No. 1 size which I set out last March all have made excellent growth except three—run over by a wheel in plowing. Attaining an average height of 28" in the past summer, I am willing to hazard the guess that I will have a cattle fence in less than three years!"
Henry, Illinois

FROM PENNSYLVANIA:
"We have had wonderful success with a thousand plants of your Multiflora Rose. After three years it will even hold our Cheviot Sheep!"
Harrisburg, Pa.

FROM A SOUTHERN STATE GAME AND FISH COMMISSION:

"We would like to place an order with you now for next fall delivery for 25,000 Multiflora Rose plants. The 20,000 plants we received from you this fall were excellent stock."

"You will be interested to know that survival of the plants so far is almost 100%. They are making vigorous growth at this time."

Plantland's ORNAMENTAL TREES

A LIFETIME of Glamorous
Color—at Modest Prices!

Glorify Your Home With Enduring Colorful Beauty

Here are the best in hardy trees to provide an array of bright and sparkling color to your home grounds. We have combed our list of ornamental trees to bring you the varieties that are the most colorful, handsome and hardy. All are completely winter hardy and will grow in the coldest areas, except Mimosa, which should not be planted north of the St. Louis-Ohio-Connecticut zone.

HOPA CRAB

Finest of the Flowering Crabs—masses of rose-colored blossoms in May followed by large, crimson Crabs, (crimson all the way through), that are not only highly decorative but are excellent for preserving.

When this tree breaks into bloom you wouldn't part with it for anything. A most delightful, reliable flowering tree for your grounds.

Field-grown, 4 ft., well-branched
2.25 each 2.00 each per 3, Postpaid

It's Easy to Order—SEE PAGE 9



CRIMSON KING MAPLE

(Plant Patent #735)

Leaves come out blood-red and stay blood-red all summer. The word "spectacular" was made for Crimson King, but don't expect rapid growth. We find it discouragingly slow, but in a fertile, well-drained soil, and away from the sweep of winds it can be expected to eventually grow into a priceless possession.

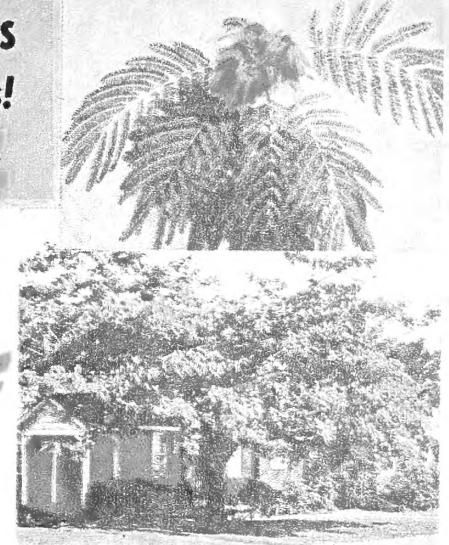
5 to 6 ft. Whips
4.95 each, Not Postpaid



REDBUD (Cercis canadensis)

Choice small tree, laden with masses of purplish pink flowers at break of spring. Pleasing heart-shaped foliage and picturesque form. Excellent for accent in shrub border. Or a grouping of three to five Redbud planted close together—perhaps 5 feet apart—will present a breath-taking picture. Completely hardy. Will take full sun or considerable shade. One of the finest small trees for naturalizing.

Field-grown, 3 ft., well-branched
2.00 each; 1.90 each per 3 or more, Postpaid

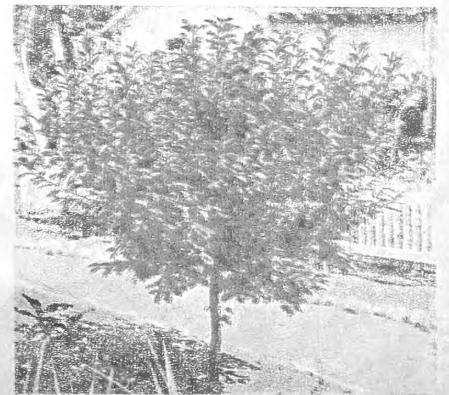


MIMOSA or SILK TREE (Albizia)

This sensational Southern Belle isn't supposed to be hardy so far north, but we have mature trees in Elsberry that have been putting on a wonderful floral display of rosy silky flowers each summer for 15 years. The tree is small in the north—about 20 feet—and groups well. Grey-green branches and fine, airy leaves lend a tropical effect. It grows amazingly and blooms when only two years old.

Our 2 to 3 foot plants transplant beautifully and are certainly priced right. (Incidentally these jump up so fast it is needless to plant larger trees.)

1.00 each, per tree, Postpaid
3 trees for 2.75, Postpaid



SUNBURST LOCUST (Plant Patent #1313)

The first NEW color in an ornamental shade tree in years. Bright golden foliage on eight to ten inches of branch tips, contrasts with rich green of the balance of the tree. Pyramidal in growth, with excellent branching habits. Has no messy seed pods, as it produces only male flowers.

This perfectly hardy sensational tree transplants easily, and I know that you shall become as enthusiastic about this tree as we at the nursery.

Be the first in your neighborhood to plant America's Newest Tree Sensation.

Field-Grown 5 to 6 ft. whips:
6.25 each. Not Postpaid

SCHWEDLER MAPLE

Like Crimson King, Schwedler is a red-leaved sport of Norway Maple. Foliage on Schwedler is dazzling red in spring and early summer, but assumes a pleasing red-tinged, forest-green as summer advances. Schwedler is more rapid-growing and more climate-proven than Crimson King.

5 to 6 ft. whips
3.49 each, Not Postpaid

WHITE FLOWERING DOGWOOD

Flowering Dogwood is unquestionably the best ornamental small tree that can be planted. Bold flower display at break of spring before leaves appear; handsome, lustrous foliage throughout summer turning scarlet in autumn; bright red berries and excellent silhouette in winter.

Use as a naturalistic background, as a lawn specimen or for color in plantings of tall-growing evergreens.

The trees we have to offer this spring are exceptionally nice . . . come take a look at them!

Field-grown, moss-balled, 3 to 4 ft., Postpaid
3.00 each 2.75 each per 3

THUNDERCLOUD

Finest of the Purple-Leaf Flowering Plums. The tree reaches only 12 to 15 feet at maturity but bold outline and flaming foliage give a color glow to the home grounds no other tree can duplicate. In the spring, before foliage appears, bright red buds open into pink blushed blooms with deep red throat. Blooms are followed by small red plums that are good to eat. A most colorful and beautiful lawn tree.

Field-grown, well-branched, 3 ft.
2.60 each, Postpaid; \$2.50 each per 3, Postpaid

EVERGREENS FROM Plantland

We are Evergreen Specialists—growing thousands of Evergreens annually. Our field-fresh stock, packed to reach you in perfect condition, is sure to please.

Nothing makes a house a home like evergreens. Our prostrate and spreading kinds are "just right" for under your picture window or to soften harsh foundation lines. Upright types are so important for accenting doorways and other features; for specimen planting and for evergreen screening, hedging and background. For the older home smothered in over-grown shrubs, replacement with our evergreens will provide a fresh new look.

Larger balled and burlapped evergreens available at nursery.



PFITZER JUNIPER

(Juniperus chinensis pfitzeriana)

Pfitzer Juniper is perhaps the most universally satisfactory and useful evergreen shrub of them all. We grow thousands of them and never seem to have enough. It is "just right" for so many locations.

Exceptionally handsome and hardy, its feathery, grey-green foliage covers arching, spreading branches and makes it particularly useful in foundation plantings or as an informal border. Will stand considerable shade is likewise drought resistant.

No other evergreen flourishes so well from the Gulf to the Great Lakes, from Coast to Coast.

We offer both the Green and the Blue forms

Specify Color

Field-grown, moss-balled, full 18-in. spread
3.00 each 3 for 8.50 Postpaid

WAUKEGAN JUNIPER

(Juniperus horizontalis douglasii)

We have selected this as the outstanding low, trailing, prostrate evergreen. Its steel blue, needle-like foliage does not become so ragged with age as other low Junipers.

Splendid for embankments, ground cover,

softening concrete edges and elsewhere a mat of luxuriant evergreen foliage is needed.

Our plants are exceptionally nice this year,

and are priced so you can use generously for ground covering.

Field-grown, moss-balled, full 15 in. spread

2.29 each 3 for 6.00 Postpaid

Balled and Burlapped Plants Available

Sorry, we cannot ship balled and burlapped evergreens and trees, but we have them in quantity and in wide variety and sizes. We can pack them in your car or trailer, or arrange economical truck delivery. Come by and inspect our stock. Here are just a few plants we have available:

*Yews, Junipers, Blue Spruce, Pines, Hemlock.

*Holly, Magnolias (ready to bloom), Dogwood, Red Bud, Hawthornes,

*Pin Oak, Sweet Gum, Maple, Ash, Thornless Locust.

YEWS

LUXURIOUS, DEPENDABLE BEAUTY . . . AT MODEST PRICES

TAXUS—the Yew Family

Taxus are tops among evergreens for home landscape plantings. Yews in the home foundation plantings are a mark of superiority. For hedging they are priceless. Examine the better landscape plantings among the finer homes in your community and you will note the lavish use of Yews.

The Yews are characterized by rich, lustrous, waxy needles. They may be allowed to grow free-form or controlled to almost any size and shape by occasional shearing. The fruits which appear in autumn are cherry-red and add to the beauty of the plant.

Our selection of Yews includes the best of the Japanese and Anglo-Jap varieties. We hope you can visit the nursery and inspect our plantings, but if you cannot you can order with confidence direct from these special offerings.

JAPANESE UPRIGHT YEW

(Taxus cuspidata capitata)

Pyramidal in form. Used extensively as an upright grower in foundation plantings, it is also excellent for corner accents and hedging where its dark green foliage with lighter growth makes it one of the more handsome of evergreens. The passage of years only adds to the beauty and value of this tree.

Moss-balled, field-grown,
12 to 15 in. in height
Each, \$2.75, Postpaid
Each per 6 or more, \$2.50, Postpaid

HICK'S YEW

(Taxus media hicksii)

A versatile plant for softening awkward angles or jutting corners, for dressing up doorways and gateposts, or for forming a narrow hedge to divide properties or hedging a patio. Narrow, upright growth. Deep green foliage. Grows well in sun or considerable shade.

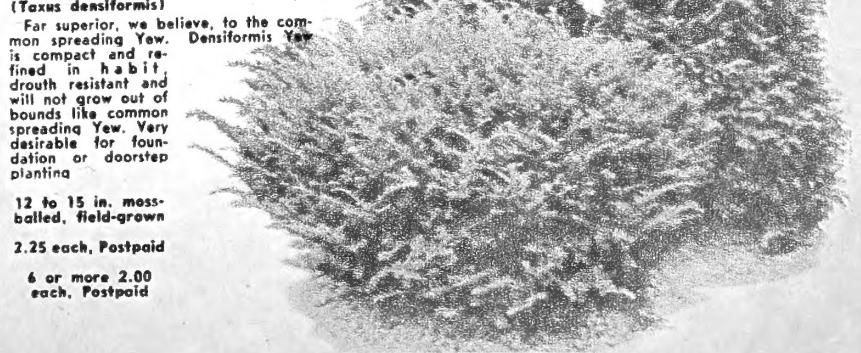
Field-grown, moss-balled, 12-15 in. in height
2.50 each, Postpaid
2.40 each per 6 or more, Postpaid

Dense-formed SPREADING YEW

(Taxus densiflora)

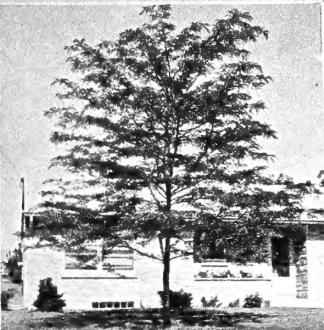
Far superior, we believe, to the common spreading Yew. Densiformis Yew is compact and refined in habit, drouth resistant and will not grow out of bounds like common spreading Yew. Very desirable for foundation or doorstep planting.

12 to 15 in. moss-balled, field-grown
2.25 each, Postpaid
6 or more 2.00 each, Postpaid



Plantland's Select SHADE TREES

Our Shade Trees enjoyed splendid growth last summer and fall, and are excellent plants to provide the shade we all so badly need. Plant several trees on the south and west side of your home, and observe the cooling effect just a few years hence.



THORNLESS HONEYLOCUST

(*Gleditsia*)

For street and lawn planting this tree is one of the more favored to replace American Elm. Racemes of fragrant, creamy flowers appear in May. Lacy, delicate foliage lends an exotic effect. Excellent with modern architecture. A legume (like clover), it actually feeds and encourages a rich turf.

It is rapid-growing, perfectly hardy and at home in all types of soil. Definitely a shade tree of distinction.

Field-grown, 6 to 7 ft., well-branched, heavy caliper:

479 each—

Not Postpaid

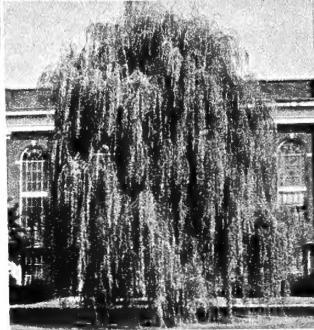
MORaine LOCUST

Sterile form of Honey Locust that does not produce seed pods (and also does not produce flowers); otherwise indistinguishable from Thornless Honey Locust. Growth, however, is slightly slower.

Field-grown, 5 to 6 ft. whips,

500 each—

Not Postpaid



GOLDEN WEEPING WILLOW

Finest of all Willows. Beautiful, graceful branches sweeping to the ground. Gold colored bark makes this tree attractive, summer and winter. Effective as lawn specimen or around pools or streams. Very fast grower, and carefree.

Field-grown, 4 to 5 ft. trees

1.00 each—Postpaid

"The plants and shrubs we bought from you a few weeks ago are doing beautifully. Thanks so much for the good advice you gave me on the planting of them."

Sincerely, Mrs. F. L.

5/5/55 University City, Mo.



SIBERIAN ELM

(*Ulmus pumila*) (Erroneously called Chinese Elm)

Fastest-growing, hardy tree you can plant. Five feet growth per year is common. Few trees are so drought-resistant or suited to so many soils and locations. Escapes diseases and blights of American Elm.

While waiting for slower-growing hard-wood trees to develop, Siberian Elm may be interplanted to provide "sudden shade".

For Low-Cost Air-Conditioning Nature's Way Use Siberian Elm for Shade, Screening or Windbreak Planting.

A 40% Savings at These Special Prices!

Field-grown, well-branched, 6 to 8 ft. heavy caliper trees

\$2 each

Not Postpaid

For screen or windbreak planting: Choice seedlings 18 to 24 in. Plant 18 inches apart for clipped or free-growing high screen or windbreak.

10 for 99c

20 for 1.49

50 for 2.99

100 for 499

Postpaid



NORTHERN RED OAK and WHITE OAK

The White Oak is unsurpassed for pure majesty and once established, grows more rapidly than commonly realized. It is an heirloom tree—one that becomes priceless with the passing years. Plant it where it will ultimately have plenty of room. Its torch-like fall coloration, sturdy horizontal branches and bold outline are unrivaled.

The Northern Red Oak is most recognized of all the Oaks. It is recognized as an aristocrat among shade trees by arborists. It withstands city conditions, is clean in habit and makes an unsurpassed street and avenue tree.

If you wish to have your tree planting a notch superior to your neighbors' you will do well to include these Oaks.

Field-grown, 6-ft. branched trees:

498 each—

Not Postpaid

(specify variety)

Visit Us! See Map on Front Cover



SWEET GUM

Our most beautiful shade tree. We consider Sweet Gum the most handsome tree we can offer that also possesses merits of rapid growth, freedom from disease hardness and wide adaptability. Its star-shaped leaves are unlike any other tree and no tree displays such a riot of autumnal colors. Growth is columnar and stately yet its branches spread enough to provide abundant shade. Clean, neat with interesting corky bark. Forrest Keeling moss-balled trees transplant perfectly.

Field-grown and bushy

6 ft. branched trees

500 each—

Not Postpaid

IT'S Easy TO ORDER!
Order Blank for Your Convenience on PAGE 9

VINES AND HEDGING

BULGARIAN IVY

(*Hedera helix* 'MBG' Bulgaria)

(*MISSOURI BOTANICAL GARDEN) Truly a superb vine—providing a luxuriant carpet for your home grounds. Far superior in hardiness, vigor, character and appearance to any other ivy for use as a vine or hedge—a ground cover. Brought to this country by Dr. Edgar Anderson, Director of the Missouri Botanical Garden (Shaw's Gardens), in 1934. We introduced this plant a year ago and our supply was quickly exhausted.

It has proven itself for creating a "smooth green carpet" in shady locations where grass will not grow. Subsequent plantings have proved it will tolerate full sun. Its performance as a vine on stone walls, buildings and tree trunks is equally satisfactory.

Its vigor, ease of establishment, verdant foliage and robust growth habit promise to revolutionize the use of ivy as a ground cover and vine in the midwest. Heretofore, none have been truly satisfactory.

Our object is to bring you well-grown and vigorous plants of this wonderful ivy at a cost that will permit you to use it freely. Plants are packed to reach you in perfect condition and we guarantee that they will.

Plants grown in large plant bands

Price per six plants — 2.75

Price per 12 plants — 5.00

Price per 100 plants — 29.50

Not Postpaid—shipped in soil ball



Gain Low-Cost Privacy and Protection With Lovely

AMUR HONEYSUCKLE SCREEN

(*Lonicera maackii podocarpa*)

Now your home grounds can be screened from dust, noise, traffic, objectionable views and trespass with this living fence of sturdy, vigorous Amur Honeysuckle at amazingly low cost.

Referred to as "Thanksgiving Honeysuckle" because of its profusion of bright red berries and forest-green foliage at Thanksgiving, when other shrubs are bare. Fragrant flowers in late May.

Completely hardy and disease free. Never needs spraying. Thrives in sun or shade. A bushy plant from the ground up. Does not become "leggy." A perfect nesting haven for song birds.

Set plants two feet apart in a single row for hedge effect next summer.

Field-grown, branched, vigorous plants, 24 inches.

SPECIAL CATALOG VALUE

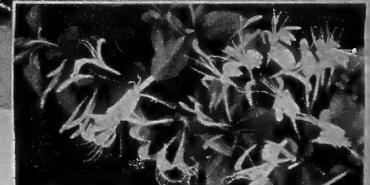
20 ft. of Hedge (10 heavy plants) —

only

50 ft. of Hedge (25 plants) — 7.00, Postpaid \$3 Post-

100 ft. of Hedge (50 plants) — 12.50, Not Postpaid

Larger quantities—23c per plant, not Postpaid



HINTS to BETTER LANDSCAPING

Nothing is more becoming to the home than a clear sweep of lawn. Keep it open and uncluttered. Confine plantings of shrubs, evergreens and flower beds to the home foundation, yard borders and corners, particularly in the front of the house.

Use trees to frame the home and provide shade as needed, particularly on the west. Give trees plenty of room to grow, but remember that a small shade tree will increase in value many times over in a few years.

The front doorway is usually the focal point of the landscape picture. Accent it with evergreens or shrubs scaled to its dimension. Avoid varieties that will over-grow the scale, or such exclamation points as Irish Juniper. In the foundation planting, choose plants that create long, low horizontal lines and that do not cover windows. This is particularly important with modern architecture.

Tall shrubs soften the vertical corner lines of the house.

Foundation planting should extend beyond the corner of the house, visually broadening the house and carrying the eye from the roof line to the lawn.

Flowering trees of restricted growth are excellent to frame the house and may be tied to the foundation planting with ground covers.

Hedging can be very effective for extending horizontal lines and may be used across and beyond the foundation as well as for usual boundary and area-divider purposes. A great many finer plants may be used for hedging and one need not resort to common privet.

Gain privacy and protection in the rear yard with screen and border plantings. This area may then be utilized as a true outdoor living room, and space allotted for garden and service areas as family needs require.

Planting and Care of Nursery Stock

We find that just about everyone, green thumb or not, has a pretty good idea how to plant trees, shrubs, evergreens or what have you. There are many cultural details as to pruning, fertilization, spacing of plants, spraying and other practices that are often hazy in the average homeowner's mind, however, and we have spent considerable time preparing an instruction sheet which covers essential points.

It covers rose growing in detail; general planting instructions; mulching practice; planting bare-root, B&B, and container-grown plants; strawberry culture; best location and spacing of fruit trees; berry plants, grapes and even rhubarb, asparagus and horse-radish. It also covers essential perennial and house plant culture as well as special requirements for acid-loving plants such as azaleas and rhododendrons.

We send out a copy with each order, of course, but whether you order from us or not a postcard will bring you a copy.

FREE!

We invite you to use our counseling service. Ralph Shugert, landscape horticulturist, heads our team of trained landscape planners.

WHEN IS THE TIME TO PLANT?

In former years planting was confined to a couple of months in the spring and a few short weeks in autumn. There wasn't much choice with bare-root stock. Plants had to be in the ground while still dormant.

The picture is changed today. Nurseries with modern cold storage facilities can supply dormant stock throughout the spring and early summer. It is better to plant a dormant shrub in June than one leafed out in April.

Balled and burlapped (B&B) plants also extend the planting season. One of the best nurserymen I know, located in the "Arctic belt" north of Chicago, transplants trees of any size in January with frozen balls. And they move beautifully. Summer is a little more touchy with B&B plants, but it is practicable with proper care.

Container-grown plants may literally be planted anytime—July or January, as well as March or October.

Hugh Stevenson

Plantland's ROSES "America's Favorite"

We have tested roses from all sources during the past several years and have come to this conclusion: The most economical plants in terms of wealth of bloom, vigor, long life and downright beautiful effect from May till November are the big, husky, 2-year-old No. 1 Grade rose plants produced in northern California. You can buy rose bushes from a dime up and you get about what you pay for. If you want a cheap bush, you must go elsewhere. We are convinced the best buy—in terms of glorious flower effect week after delightful week—are these big, northern-grown plants. You will do better to buy fewer plants, if your budget dictates, and get the best.

Remember that culture is as vital as good plants in producing continuous prize-winning blooms and plenty of them. Rose beds

must have good drainage, good fertility, and plenty of sun. By satisfying these simple requirements, roses are one of the surest and easiest plants grown. See our cultural directions—sent with each order—for details.

There is not a garden plant—without exception—that will provide such a wealth of bloom from late spring until late autumn as a good rose. **We guarantee our plants to be the finest you can buy.**

Tops in Varieties: Variety is as vital as plant quality in selecting your roses. After observing some 70-odd varieties through the past several seasons, and checking against the American Rose Society selections, we consider the following to be the cream of the hundreds of varieties available. These are our "Plantland Favorites"—

PATENTED HYBRID TEAS

CHARLOTTE ARMSTRONG

Long, slender, blood red buds opening to magnificent brilliantly-colored open flowers. Fragrant, hardy.

NEW YORKER

Brilliant red, with color long lasting and sun resistant. Plant is sturdy, upright and vigorous. Large blossoms of scarlet with rose red undertones.

2.00

ea.
•
3

or more
1.75
each

CHRYSLER IMPERIAL

Vivid, rich tones of crimson enhanced by darker overtones of glowing oxblood red. Long tapering buds, unfold even in adverse weather, opening to flowers measuring five inches across. Dark green, semi-glossy foliage.

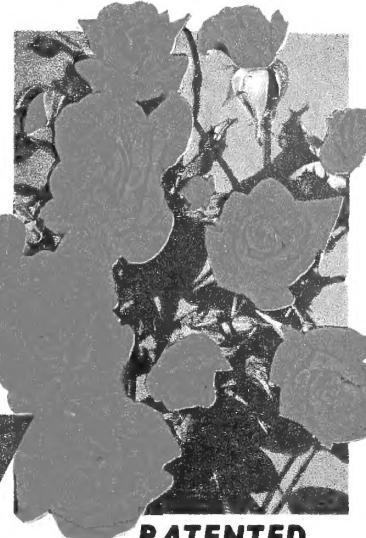
PEACE

Our choice of them all. Golden-yellow buds etched with pink. Flowers change from yellow to cream as they open. Six-inch blooms are commonplace.

2.50

ea.
•
3

or more
2.20
each



PATENTED

FLORIBUNDA ROSES

CIRCUS . . . New multicolor Floribunda and the only winner of AARS Award for 1956. Predominant color is yellow with the light buds richly marked with red. Changing colors—yellow, orange, scarlet, buff, apple blossom pink and red make it unique in the rose world. Fragrant.

2.50 each; 3 or more —————— 2.20 each

JIMINY CRICKET . . . Floribunda featuring tangerine red buds, opening to coral-orange and finishing in a pink coral. Vigorous upright growth makes Jiminy Cricket ideal for hedges and its prolific blooming habit qualifies it as an outstanding color mass or border edge.

2.25 each; 3 or more —————— 2.00 each

FASHION . . . Finest Floribunda ever created. The breathtaking color of luminous coral-pink blooms and the hundreds of oriental-red buds make it the favorite it is today.

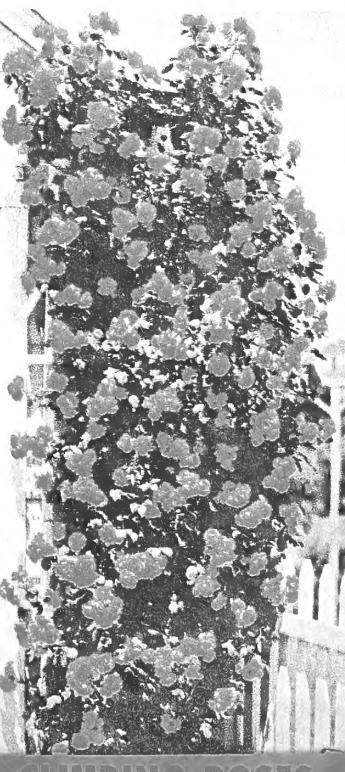
2.00 each; 3 or more —————— 1.75 each

GOLDILOCKS . . . Clusters of sunshine yellow, long lasting rich golden-yellow buds are excellent for cutting.

1.50 each; 3 or more —————— 1.30 each

SUMMER SNOW . . . Excellent white Floribundas. Drifts of white blossoms take on appearance of mounds of snow. Heavy flower clusters cover plant all summer.

1.50 each; 3 or more —————— 1.30 each



CLIMBING ROSES

Climbers have long been highly regarded by gardeners everywhere. There is no more beautiful sight than the blazing color of a climber trained on a fence, wall or building. They are effective also when trained over posts and arbors to give height and variety to the garden. We have avoided the tender sorts that require winter protection.

PAUL'S SCARLET . . . Most popular of all climbers. Intense scarlet flowers of excellent shape and good size. (For details see front cover.)

NEW DAWN . . . Everblooming climber. Apple-blossom pink flowers with old rose fragrance. Artistic trim buds.

BLAZE . . . Hardy vigorous climber similar to Paul's Scarlet. Flowers crimson, scarlet with recurring bloom during the summer.

Plantland's PATENTED

GRANDIFLORA ROSES

Grandifloras are a new class of roses announced by the American Rose Society when this body named the 1955 selections. This class might be termed a cross between the Hybrid Teas and the Floribundas. Flowers are borne in clusters, but have much longer stems than true Floribundas. Blossoms have the characteristics of the Hybrid Teas.

QUEEN ELIZABETH—New patented grandiflora, cross between H. T. and Floribunda, subtly blending a soft carmine rose color with dawn pink. One of the remarkable examples of modern rose breeding. Foliage: deep green and heavily textured.

2.75 each; 3 or more 2.40 each

Plantland's

HYBRID TEA ROSES

RED SHADES

CHRISTOPHER STONE . . . Vivid scarlet blooms; withstands hot weather. Deliciously scented blossoms contribute to top rating.

CRIMSON GLORY . . . Highest rated rose in America. Fragrant. Beautiful blooms of deep, vivid crimson and velvet texture. Belongs in every rose garden.

ETOILE DE HOLLANDE . . . Dark velvety red blooms. Fragrant. Referred to as the "Black Rose."

PINK SHADES

PICTURE . . . Double, large blossoms. Rose-pink with undertone of salmon. Fragrant.

RADIANCE . . . Ever popular, very hardy. Cameo-pink blooms, intensely fragrant. Heavy bloomer all summer.

YELLOW SHADES

ECLIPSE . . . Highest rated yellow rose. Golden yellow blossoms, with tapering two-inch buds. Abundant bloomer.

MRS. P. S. DUPONT . . . Perennial favorite, well-known rose; deep golden yellow, slightly lighter with age. Bud is reddish gold.

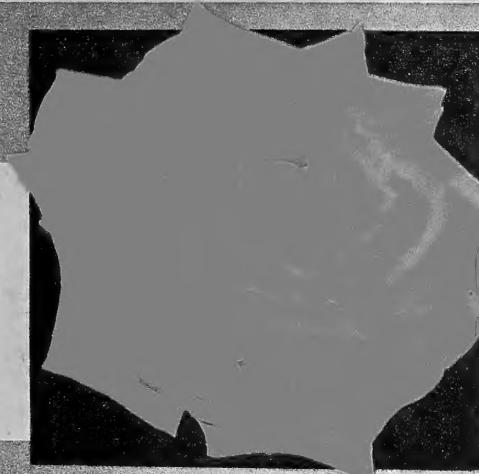
BLEND

MRS. SAM McGREDY . . . Large pointed bud; flower large, double, and in flower a scarlet-copper-orange. Prolific bloomer and extremely hardy.

PRESIDENT HERBERT HOOVER . . . Beautifully colored buds and blooms of yellow with pink and flame tints. Extremely popular two-toned rose.

WHITE

K. A. VICTORIA . . . Most popular of all the whites. Snowy white double blossoms. Fragrant and extremely hardy.



**Plantland
ROSE DUST**
Kills chewing and sucking insects. Also preventing diseases, including leaf-spot and mildew. An ideal rose dust for the gardener who wants to grow clean, healthy rose bushes with a minimum of fussing.

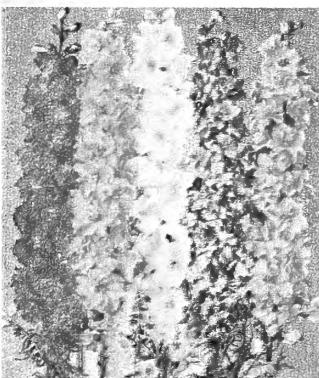
Large 12-oz. Duster \$1
Gun-loaded, ready to go Postpaid

FAVORITE HARDY Perennials

Color is the key to today's better gardens. There are so many perennials blooming at different times, that by arranging the varieties in groups of three or five it is possible to obtain an almost continuous color array from spring till fall.

Here are our 24 favorites to achieve maximum beauty through the growing season. All are sturdy varieties which thrive with a minimum of fussing.

RED HOT POKER



DELPHINIUM



HARDY CARNATIONS

BASKET OF GOLD (*Alyssum saxatile compactum*)—Attractive early flowering perennial. Grows well on margins of sunny borders, or in sunny areas in the rock garden. Bright yellow flowers in early spring. Dwarf plant about 12 inches high.

HEUCHERA ROSAMUNDI—Stately, background plant. Lovely white flowers with coral pink throat. Plant in sun.

CANTERBURY BELLS (*Campanula*) **DOUBLE AND SINGLE PRIZE MIXTURE**—Wonderful, large cup-and-saucer shaped flowers that grew in Grandmother's garden. Medium grower in a variety of colors.

COREOPSIS DOUBLE SUNBURST—Attractive for border planting and for cut flowers. Double blooms of gold color are produced throughout the summer. Plant in full sun.

DELPHINIUM OR LARKSPUR—Unexcelled for midsummer splendor. Profusely bloom-laden stalks. Plant in rich, well-drained soil. We offer the following varieties:

BELLADONNA, IMPROVED CLIVEDEN BEAUTY—beautiful soft light blue.

GIANT PACIFIC HYBRID—Newest and finest of all Delphiniums. Mixed colors from pale blue to indigo with many intermediary pastels.

PRICES ON ALL PERENNIALS, POSTPAID

Your choice of varieties,
alike or assorted

35¢
ea.

3 for 100
16 for 5.00
50 for 15.00

FOXGLOVE (*Digitalis*) **REV. SHIRLEY HYBRIDS**—Stately perennial with large spikes sometimes three to four feet tall. Color mixture is superb, ranging from white to pink to deep rose, attractively dotted crimson or chocolate.

BLANKET FLOWER (*Gaillardia*) **DAZZLER**—Probably the most desirable of all perennials. Plant in sun, with well-drained soil. We offer a new Gaillardia—DAZZLER—a large flowering type with blooms of bright golden yellow with a center disc of satiny maroon.

SWEET WILLIAM (*Dianthus barbatus*) **MIDGET MIXED**—Old favorite, which has been in cultivation for many years. Beautiful pattern in fancy colors. We offer an excellent new mixture of all colors.

HARDY CARNATIONS or PINKS (*Dianthus plumarius*)—Quite hardy, a must for rock gardens. We have some beautiful border plants that are compact and dwarf. Unexcelled for borders and edging. Carnation-like flowers with spicy fragrance.

HARDY PHLOX (*Phlox decussata*)—Everyone's favorite; indispensable in the garden. Grows to a height of 12 to 24 inches first season. Large, showy colorful blossoms. We offer six of the best from a long list of varieties.

FLASH—Bright scarlet, seems to glow with fire. Best red Phlox in existence.

BRIGADIER—Tunic red with pink shading. English origin.

DAILY SKETCH—Large trusses of apple blossom pink with crimson eye. Outstanding pink variety.

THOR—Fiery salmon-orange flowers with scarlet overcast. Long bloomer with long-lasting flowers.

CHEERFULNESS—Extremely large blossoms of a pastel pale pink. Exquisitely beautiful.

FUCHSIA—Unusual Fuchsia-red trusses, effective with background plants.

CONE FLOWER (*Rudbeckia*)—Hardy and easy to grow. Reddish, brown-gold flowers with large brown cone-shaped centers. Excellent for cutting.

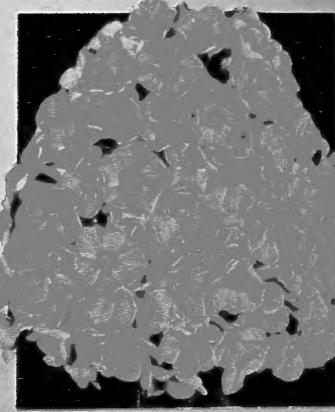
"PINCHUSHION FLOWER" (*Scabiosa*) **HOUSE'S HYBRIDS**—Planted in full sun it is a charming perennial. HOUSE'S HYBRIDS contain all shades from light blue and lavender to dark blue.



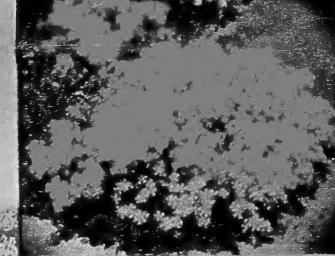
BLANKET FLOWER



COREOPSIS Double Sunburst



HARDY PHLOX



BASKET OF GOLD



CUT-LEAF PHILODENDRON

(*Philodendron Jokissi*)
Finest of all Cut-leaf Philo's. Erect-growing variety with symmetrical shape—New leaves grow from center of plant, so it grows in a perfect conformation like a fountain with water coming out of the center.

From 3 in. pots; 4 to 6 leaves;
8 to 12 in. tall:
1.60 each; 3 or more 1.50 each,
postpaid



ROSE GARDENIA

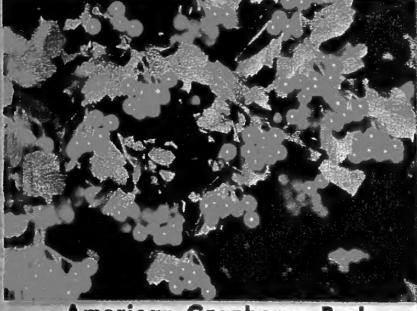


SANSEVIERIA

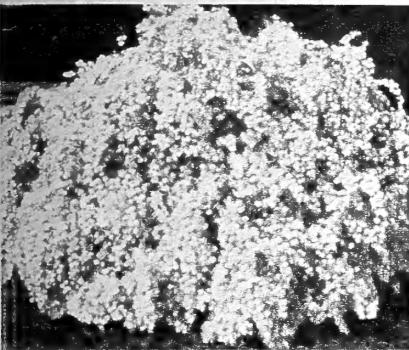
CHINESE EVERGREEN

DRACAENA

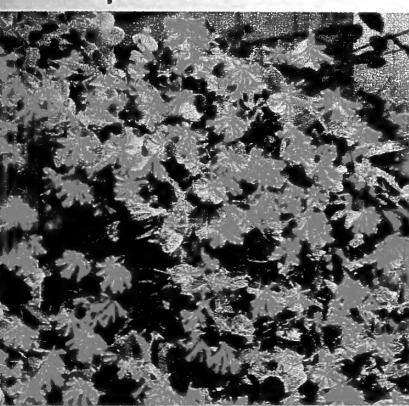
WATERMELON BEGONIA ALUMINUM PLANT



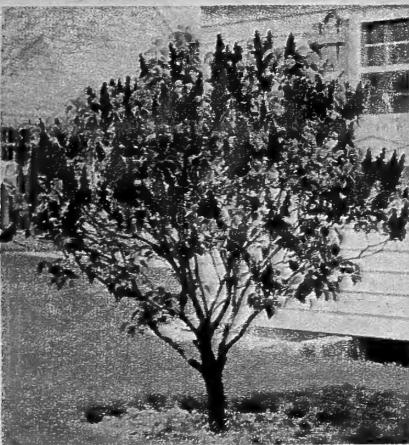
American Cranberry Bush



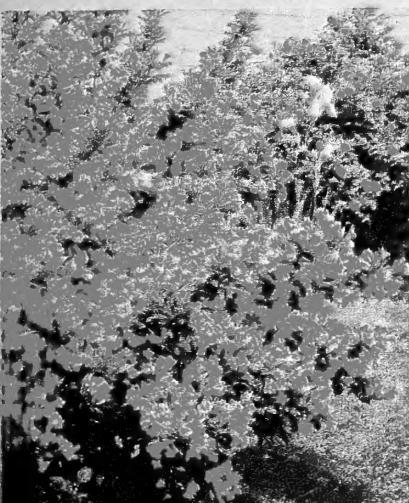
Spirea Van Houtte



Rose-Flowered Shrub Honeysuckle



Chinese Hybrid Lilac



KEELING CARDINAL BUSH

(Weigela vanickei)

Response last fall to this new shrub was tremendous. Unquestionably it is the finest of the many Weigelas that we have tested. Heavily covered with hundreds of scarlet-red blossoms in mid-May, and some scattered blooms are in evidence throughout the summer.

Extremely hardy and not "fussy" about soil. Plant in sun or shade. This Keeling Cardinal belongs in your garden or shrub border.

Field-grown, 18 to 24 in., heavy plants
1.59 each, Postpaid
1.40 each per 3 or more, Postpaid

DECORATOR Flowering Shrubs

FOR LASTING COLOR IN YOUR YARD

America's most wanted flowering shrubs. These selections combine a maximum of color, fragrance and landscape effect with complete reliability and hardiness. Mass 3 or more shrubs of a single variety in a group, border, background or screen for good landscape composition. Shrubs are usually spaced 3 or 4 feet apart for grouping; for straight line hedging or screening, space 2 feet apart.

"The five hundred and fifty Jumbo Multiflora plants I purchased from you this spring are doing fine. I haven't lost a single plant."

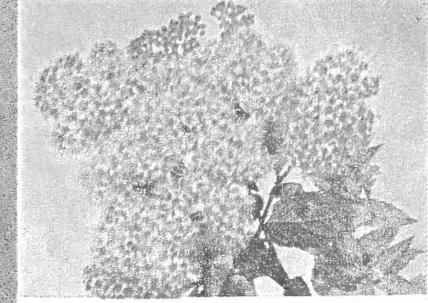
8/9/55—Mr. S. W. N.
Lynchburg, Va.

DWARF RED SPIREA

(Frobelli)

Frobelli is an improvement over the older red spirea that has been the most popular low-growing shrub in America. A trim, dainty compact bush 2 to 3 feet in height. A mass of red bloom in spring and intermittent flowers throughout summer. Extremely hardy, and grows in sun or part shade. For foundation planting, corners or as a facer for taller shrubs, it has few rivals. It also is used as a low no-trimming hedge.

Field-grown, 2 yr.,
18-24 in., any quantity — 95c each,
Postpaid



Dwarf Red Spirea



Virginal Mock Orange

AMERICAN CRANBERRY BUSH

(Viburnum trilobum)

Better than the older European Cranberry Bush. A beautiful shrub adorned with great clusters of ruby-red berries that appear in late summer and remain through the winter. Huge white flower clusters, 4 inches across, in early spring. If we could offer you but one shrub for your border, or for screening, or background, we would be tempted to make it American Cranberry Bush. It has few rivals!

Field-grown, 18-24 inches 1.38 each, Postpaid
1.30 each per 3 or more, Postpaid

ROSE-FLOWERED SHRUB HONEYSUCKLE

(Lonicera grandiflora rosea)

This is a hybrid shrub honeysuckle that exhibits the vigor and sturdy growth expected in hybrids. While it attains a height of only 6 feet, it usually reaches this size in only a couple growing seasons.

Our form has deep pink flowers—hence the name. It has also splendid sea-green foliage and ruby fruits so attractive to songbirds.

For shrub massing, or backgrounds, or height on a house corner it is most attractive and serviceable. It is very hardy, makes up in a hurry and will grow in ordinary soils. And our price will suit the most modest budget!

Strong 18 to 24 in. field-grown plants
79c each; 3 or more 70c each, Postpaid

CHINESE HYBRID LILAC

(Syringa rothamagensis)

We have tried and examined about every variety of Lilac, and for sheer lovely effect, ease of culture, modest size, good foliage and reliability in producing abundance of clear lilac flowers, we rate this variety tops. At our mother's home we have a 50-foot screen of Chinese Hybrid Lilac that is a neighborhood delight each year. Most Lilacs, you know, take years and years to bloom, but this hybrid blooms first year and abundantly its second year.

2 yr., field-grown, 18 to 24 in.
1.29 each, Postpaid

1.10 each per 3 or more, Postpaid

GRAPE-MYRTLE "Watermelon Red"

(Featured on Front Page) (William Toovey)

New and finest of all Crape Myrtles... glamour shrub of the South. Now we find this variety will thrive and bloom first year, clear up to the Iowa line. Large, crinkly flowers extremely profuse midsummer till frost. Tops often freeze to ground, but surge up next spring to provide a wealth of bloom during the "summer slump."

SPECIAL! 18 to 24-inch \$1 each,
Plants Only Postpaid

VIRGINAL MOCK ORANGE

Far and away the most fragrant of the Mock Oranges. Plants are simply laden with snowy single and double flowers in May and June that perfume the entire yard. A single branch will perfume a room. A confined, neat shrub much superior to the more coarse older varieties. Completely hardy and easy to grow. Happy in full sun or part shade.

18-24 in., 2 yr.,
field-grown, any quantity — 95c each,
Postpaid

DWARF WINGED BURNING BUSH

(Euonymus alata compacta)

Small shrubs are especially desired for the modern home planting. And here is a gem. Use it to provide a splash of brilliant color at doorways, under low windows or elsewhere a shrub of confined growth is needed. If you want to create a breath-taking hedge, this plant will do it—and you will have to clip only every other year.

Fall foliage is a coppery crimson—truly a blaze of color. Winged bark and scarlet berries make the shrub charming all through the winter. Completely hardy. Thrives in sun or partial shade.

Field-grown, 15 to 18 in.
2.25 each, Postpaid
2 for 4.40, Postpaid

SPIREA VAN HOUTTE

The ever-popular, improved Bridal Wreath. Probably the most widely used flowering shrub in America. No other shrub provides such a fountain-like display of snowflake bloom in spring. Completely hardy. Relishes in full sun or endures considerable shade and grows most anywhere. Grows to 5 or 6 feet and makes a superb natural hedge when planted 2 or 3 feet apart.

18 to 24 inch; 2 yr. field-grown
60c ea., Postpaid; 6 for 3.00, Postpaid; 12 for 5.50, Postpaid; 50 for 19.00, Not Postpaid

Dwarf Winged Burning Bush

"The Honeysuckle screen plants arrived in very good shape, and I am very well pleased with it."

4/18/55—Mrs. D. G.
Charleston, Ill.



Hydrangea

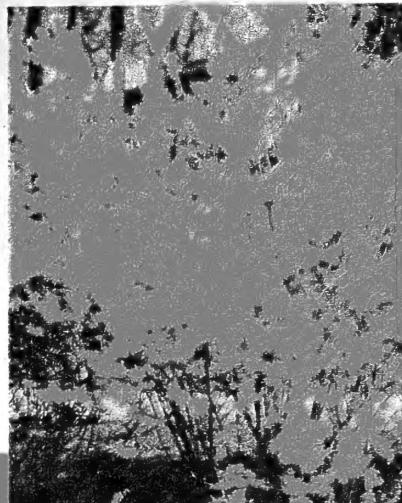
Snowberry

Coralberry

Rose-of-Sharon

Beauty Bush

And Many Others



FORSYTHIA "PLANTLAND GOLD"

(Spring Glory)

Spring isn't spring without Forsythias and ours will give you more bushels of bloom, of the deepest golden yellow, than any on the market. Upright habit of this form makes it excellent as a specimen or in a group of three plants. Like the common Forsythias, it is easy to grow, likes most any soil and comes on in a hurry. We have a good block of plants and have them priced so you can enjoy this lovely shrub abundantly.

Field-grown, 18 to 24 inches
90c each, Postpaid
80c each per 3 or more, Postpaid

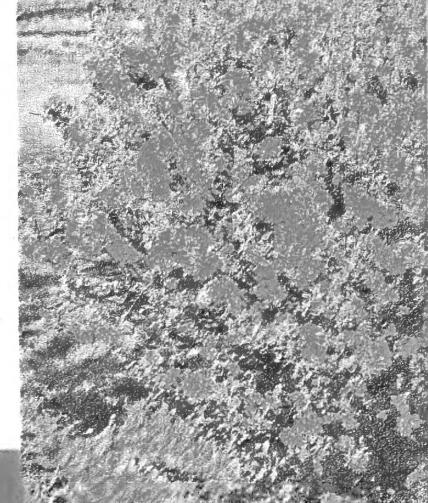


KEELING FRAGRANT HONEYSUCKLE

(Lonicera fragrantissima)

Rare shrub whose creamy flowers will fill your spring garden with delicate and bewitching fragrance. Masses of ruby fruits appear in early summer before other shrubs—a most welcome treat for song birds. Plant in sun or partial shade as its lustrous foliage, blue-green below and deep emerald above, persists well into winter. Dense semi-evergreen character and moderate 6 to 8 ft. height make it indispensable for background.

18 to 24 inches, 2 yr., field-grown
95c each, Postpaid
90c each per 3 or more, Postpaid



Flowering Quince "GLOWING EMBER"

Plant breeders have worked magic with the Japanese Flowering Quince. "GLOWING EMBER" an introduction from a notable Kansas nursery, ranks as a major achievement in bringing to a long-time favorite shrub new sparkle and depth of color. In mid-spring the shrub is literally afire with masses of glowing scarlet bloom amid varnished, dark green foliage.

An excellent shrub to intersperse with evergreens in the home foundation planting, or for hedging or shrub border plants.

Field-grown, 18 to 24 in., 1.49 each
1.40 each per 3 or more, Postpaid

IT'S EASY to Order—Order Blank on Page 9—or Come Visit Us—See Map on Front Cover.

Plantland's Quality FRUIT

This is the best spring in several years for planting fruit trees—particularly our husky two-year trees. Soil moisture has been replenished following the dry years. The outlook for growing conditions has never been better.

If you haven't eaten tree-ripe fruit from your own trees you really haven't known how delicious it can be. Plenty of fruit, in variety, is vital to your family's health. Nothing can do more to ease the family food budget than a well-rounded fruit planting.

(Incidentally, you can't buy better fruit trees than those we offer.)

Choice APPLES

Anoka—A wonderful early apple originating in South Dakota. Often bears second year. Dwarfish in habit so suited to the small lot. A fine eating apple; makes delicious pies and sauce.

Double-Red Delicious—Perhaps the most popular late apple in America. Vigorous and a heavy bearer. This is the improved strain of the old Delicious.

Yellow Delicious—Easily the most desired golden-colored apple grown. Firm, crisp and juicy. Unexcelled in flavor when tree-ripe.

Red Duchess—Early apples are particularly important in the home orchard. Duchess and the following variety should be in every home planting. No apple is superior to Red Duchess for sauce or pies and this strain is as attractive as it is delicious.

DWARF FRUIT TREES



Dwarf fruit trees are created by grafting scions of standard varieties on dwarfing understocks. They bear young, often the next year after planting. Fruit is generally larger than on standard-size trees. They are easier to maintain and harvest. Plant them eight to ten feet apart. Our dwarfs are from the best production available. Apples (excepting Delcon, a natural dwarf) are grafted on the famous Malling understocks. We do not offer dwarf peach or plum trees as the standard varieties are superior and may be maintained to a low height without resort to dwarf grafting.

DELCON—a deep red apple growing to only 12 feet, with a flavor combination of its parents, Jonathan and Red Delicious! This apple developed, tested and approved by the Missouri State Exp. Station.

DOUBLE RED DELICIOUS—same as standard only a dwarf.

YELLOW DELICIOUS—same as a standard only a dwarf.

Dwarf Apple—best grade—
3.90 each, Postpaid

SECKEL—Exactly same as standard Seckel (best home orchard pear) except tree is a dwarf.
2.25 each; Postpaid

DWARF CHERRY

DWARF RICH—U.S. Dept. of Agriculture introduction. Bushy, shrublike tree only 5 to 6 ft. tall bearing heavy crops of fine-flavored fruit.

Best grade—2.49 each; Postpaid

DWARF PEAR

MONTMORENCY—Best and most popular of all cherries. This is the famous pie cherry—surpasses all others for canning. Fully-ripened home-grown fruits are delicious fresh off the tree. Virus-free Gilbert strain.

EARLY RICHMOND—This is the first cherry to ripen. Laden with red, juicy delicious fruit in June. Bears when young. **KANSAS SWEET**—The one reliable red sweet cherry for the middle-west. Large, dark red firm fruit with unexcelled flavor. Prices on all Cherries, alike or assorted.

Top grade, 4 to 6 ft.
2.60 each; 3 or more 2.50 each, Postpaid

PEACHES

EARLY ELBERTA—Large fruit, yellow, firm, delicious free-stone. Most popular of all peaches.

GOLDEN JUBILEE—Very early. Brilliant golden-fleshed, very juicy, and a free-stone. Excellent for canning.

HALE HAVEN—Colors all red long before it is ripe. Very sweet flavor. Free-stone. One of the best canning peaches.

RED HAVEN—Large, luscious and productive. Firm fruit, red in color with golden firm-textured flesh.

Prices on all Peaches, your choice of varieties alike or assorted. All FREE-STONE and all are SELF-POLLINATING. Best grade trees 4 to 6 feet.

Each
Each per 5
Each per 10
Each per 25 or more

1.69 Postpaid
1.60 Postpaid
1.20 Not Postpaid
1.10 Not Postpaid

Howard's

Its tantalizing and delicious flavor, great size, firm amber flesh, together with a delightful color, place the "Miracle Plum" in a class by itself. An outstanding surprise to the palate, flavor not unlike Nectarine, Peach and Plum mixed, skin thin, and unnoticeable when eating fruit. Keeps well, delicious in preserves, fruit ripens over long period during July and August. Will bear fruit second year after planting. Can be grown in a small garden.

4 to 5 ft. select trees.
Each \$2.25; 2 for \$4.25
Postpaid

the BEST in STRAWBERRIES

Remember, strawberries are the first fresh fruit of the season. They are wonderful for your family's health—they liberally oozes with Vitamin C—and they are the easiest of all fruits to grow. Incidentally, what tastes better than sugar-ripe strawberries right out of your own garden?

Our dormant plants take root right away. They are the new virus-free strains developed by the U.S. Dept. of Agriculture—The plants LIVE LONGER, BEAR MORE HEAVILY AND PRODUCE LARGER BERRIES. A row of strawberries 100 ft. long (planted 18 in. apart) will supply about 3 quarts of fruit a day for three weeks when both early and late varieties are grown.

NEW BLAKEMORE—Most widely planted variety. Very vigorous, drought resistant, an excellent plant maker. Good yield on nearly all soils. One of the earliest varieties. Firm fruit, attractive color, and tasty.

SENATOR DUNLAP—All-time favorite for home garden. Very hardy and always dependable. Ripens in mid-season and is simply delicious to eat fresh, can, preserve or freeze. Bright red berries are easy to pick, easy to stem and tops in quality. Day after summer day you can harvest Dunlap. It is best to plant several varieties for extended harvest but if you have room for only one variety, make it the variety with the iron-clad constitution and melt-in-your-mouth-berry—Senator Dunlap.

STRAWBERRY PLANT PRICES, POSTPAID

SENATOR DUNLAP
NEW BLAKEMORE
ARMORE
BELLMAR

25 50 100 200 500 1000
1.00 1.90 3.25 5.45 11.75 19.50
1.00 1.90 3.25 5.45 11.75 19.50
1.00 1.95 3.75 6.75 14.95 26.00
1.00 1.90 3.50 5.75 12.50 21.50

RED, RED RHubarb

Our favorite variety, crisp, snappy taste, not bitter. Our crown plants are healthy, and will make usable roots the first year.

3 crowns for 50c; 7 crowns for \$1.00, Postpaid

HORSERADISH

CHIPMAN'S CANADA RED—New variety, so productive that you can pull stalks all spring and summer. Stalks and flesh are bright red from top to bottom. Very juicy and sweetest of all varieties.

Each 80c; 3 for \$2.00; 6 for \$3.50, Postpaid

VICTORIA—Standard variety that you can depend upon to provide delicious sauce and pies in early spring. Large red stalks, crisp and tender.

Each 30c; 3 for 75c; 6 for \$1.25, Postpaid

MARY WASHINGTON—This giant is rust proof. Very tender, with delicious flavor.

NEW PARADISE—New variety, extra large tips. Tender, delicious, fine flavor. Produces for many weeks.

Prices on All Asparagus; Finest 2 yr. plants; Postpaid.
5 for 10 for 25 for 100 for
40c 70c 1.50 5.00

Choice RASPBERRIES

CUMBERLAND—Largest fruit of the black raspberry family. Most popular black raspberry because of its great size and productiveness.

LOGAN—Early, sweet black raspberry. Produces immense crops of jet berries. Does not crumble, has "disease-free" qualities."

MORRISON—New variety, fruit almost seedless. Extra fine for sauce, jams and pies. Large, glossy black fruit. Berries are firm in texture.

SODUS—Best purple raspberry. Hybrid between black and red raspberry and more productive than either parent. Ripens after LATHAM.

Prices on All Raspberries; 1 yr. No. 1 plants, Postpaid
5 for 1.15 10 for 2.15 25 for 4.75 100 for 15.50

RED RASPBERRIES

LATHAM—Most popular of all red raspberries. Heavy crop of bright red, delicious berries. Fine for freezing, good to eat fresh. Outstanding performer in ordinary soils.

INDIAN SUMMER—Sensational because of its size and unusual beauty. Berry has beauty, flavor and is an ideal everbearing variety. Bears large crop in spring and in the fall.

EARLY HARVEST—Early and heavy bearing. Large, luscious berry. Free of disease which plagues the older varieties.

No. 1 Grade Plants, Postpaid
(10 for 1.75 25 for 3.00)

5 for \$1

EBONY KING—First blackberry to ripen and only blackberry variety in which each plant will bear a fine crop of fruit. Very hardy, and each plant is covered with immense quantities of extremely large fruit. Sweet flavor with little core. Disease free.

Ebony King Prices—No. 1 5 for 10 for 25 for 100 for

Root Cuttings—Postpaid 2.00 3.50 7.50 27.50



PAUL BLACKMORE →
Nursery foreman, checking a shipment of Multiflora ROSE Living Fence. Paul has spent his lifetime growing plants.

CHUCK TALBOT
Trained landscape designer. Chuck has executed scores of successful home and commercial landscape projects.

HUGH STEAVENSON
"The Old Man," Steve has spent his working life in nurseries, except for a few years in the city when it was found the pine needles wouldn't shake out. He started Forrest Keeling Nursery on a back lot 18 years ago.

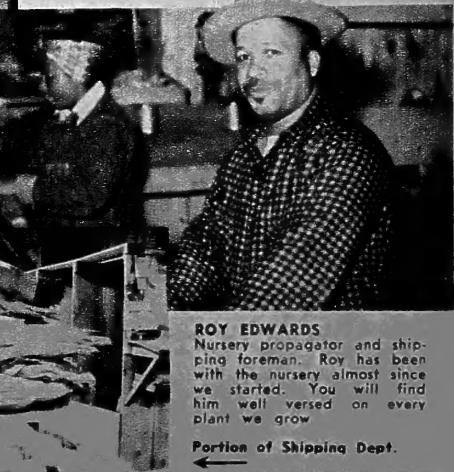
Plantland's FORREST KEELING NURSERY Organized to SERVE YOU BETTER!



At Right—
3 Views
of Our
Nursery



DICK WEEKS
Dick has been well trained in landscape planning. He has noteworthy plantings throughout Eastern Missouri.



ROY EDWARDS
Nursery propagator and shipping foreman. Roy has been with the nursery almost since we started. You will find him well versed on every plant we grow.

Portion of Shipping Dept.



A Busy Corner of Our Office

PLANTLAND PEST CONTROL DUSTS and SPRAYS

Simplify your control of insects and diseases with these modern and effective formulations. They combine the new "miracle" ingredients to bring you effective control with minimum effort. We have specified effectiveness first and cost second in bringing you the best pest control products available. You will find you save money, time and effort with Forrest Keeling formulations.

PLANTLAND HOME ORCHARD SPRAY

—High Concentration—

One of the best combination insecticide-fungicide formulations available. A high concentration of the newer and more potent chemicals. Equivalents—26% Fertane; 34.7% Methoxychlor 50% wettable powder; 26% Rothane 50% wettable powder; 13.3% Aramite 15-W. Controls common insects and diseases affecting Apples, Peaches, Plums, Apricots, Cherries, Grapes, Small Fruits. Complete directions on package.

1-lb. canister (makes 18 gal. spray) 229 Postpaid

MICHIGAN PEAT MOSS

Peat Moss is essential for flourishing plants, except on the best soils. Even with very fertile soils, peat is important to assure proper acidity for broadleaf evergreens, evergreens and many other plants. We have tried all kinds of peat—from Holland, Germany, Canada and several domestic sources—and find the Michigan Peat we offer to be the best. It is a sedge humus peat with a very high nitrogen level (2.4%), which gives plants a wonderful boost. We mix it 50-50 with top soil to work around roots or plant balls in all our plantings, and we actually grow Azaleas, Rhododendrons and the like in Michigan Peat straight. Use it freely on lawns, with house plants, flowers, shrubs or roses. Excellent as a mulch. It is an important component in our potting compost. It is splendid for breaking up the heavy yellow clay that is probably in your yard.

25-lb. bag 1.89; 50-lb. bag 2.69; 100-lb. bag 4.79. Not Postpaid

(If you are close by, inquire about delivered bulk prices by the ton.)

PLANTLAND MIRACLE PLANT FOOD

Concentrated Plant Food in Liquid Form for Easy Application
(Feeds through leaves and through soil)

This is our own balanced formula we use for feeding all our own plants. One gal. will give one complete feeding to average home grounds.

Lawns and Gardens—Apply one gal. through garden hose (use HOZON) to 4,000 sq. ft. Repeat 3 or 4 times during growing season to develop luxuriant turf.

House Plants—One teaspoon in 1 qt. water for every 3rd watering.

Plant Starter—Add 4 tablespoons to gal. water and pour solution around roots when setting out perennials, strawberries, vegetables, trees, roses, evergreens and shrubs.

Rose and Flower Beds—Weekly feeding with 2 tablespoons per gal. water will encourage maximum bloom. May be applied through garden hose with HOZON, using one qt. food for every 1,000 sq. ft. of bed.

Plantland's GRO-GREEN Plant Food

(Available at nursery only as glass bottle cannot be shipped)

HOZON applicator—attaches to garden hose for easy feeding of lawns, gardens, etc., 2.24

gal. 1.98

COMPLETE SATISFACTION GUARANTEED

All plants and other material guaranteed to reach you in A-1 condition and to be fully up to grade and as advertised. Prompt replacement or refund if you are not fully satisfied. Plants are furthermore guaranteed to grow. If loss occurs—even if due to conditions beyond our control, such as drought, bad drainage, neglect or whatever—we will share your loss and replace such stock at one-half purchase price, if report is made to us by July 1st following shipment.

Hugh Steavenson
FORREST KEELING NURSERY
Elisbury, Missouri

Plantland

VINES Decorative and Useful

We have culled a long list of vines and are listing six varieties of top merit that will fill any need. Whether you wish to glorify a trellis, soften brick or stone wall with that enduring "Hall of Ivy" effect, or clothe a problem embankment, you will find among these an outstanding vine to do the job—quickly and effectively.



BLUE CLEMATIS
(*Clematis jackmanii*)

Huge, velvety violet-purple flowers are of a color not shown in any other vine. Many Clematis have been introduced, but none, in our estimation, rival the glory of *Clematis jackmanii*. Grows rapidly through summer and autumn and blooms all summer long. Likes fertile, moist, cool soil and a protective mulch. Use freely on pergola, fence, upright supports or rockeries. Plants from pots.

135 each;

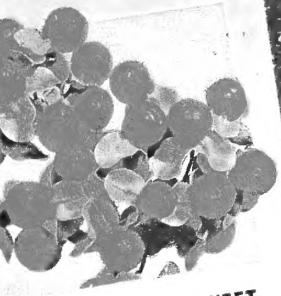
130 each per 3. Postpaid



EVERGREEN BITTERSWEET
(*Euonymus radicans vegetal*)

Excellent evergreen vine, with lustrous, thick leaves. Has orange-scarlet berries in fall to add to its splendor. Beautiful against a stone wall or chimney. Makes a low shrub in the open. Not a fast grower, but its year round effectiveness is unexcelled. One of the most sought-after broadleaf evergreens in America.

Heavy 2-yr. transplants, 12 to 15 inches
each per 3. 1.00 each;
each per 3 or more 90c. Postpaid



AMERICAN BITTERSWEET

Most ornamental of all our hardy northern vines, climbs by twining. Vigorous grower, with the familiar yellow and red berries so very effective in fall and winter. An excellent vine, easily grown, that belongs in every American garden.

12 in. plants.

3 for 1.29. Postpaid



LONG-CLUSTER, HEAVENLY BLUE WISTERIA

(*Wisteria floribunda*)

Wisteria has long been a favorite vine in America but the short-clustered Chinese Type (*sinensis*) has been the one commonly planted, while the Japanese (*floribunda*) with its extremely long flower racemes, or clusters, is rarely seen. It is much superior, with flower clusters that cascade 2½ feet or even longer. It is considerably more expensive than the common type and well worth the difference.

Our variety, with deep azure-blue fragrant racemes, is as spectacular as it is beautiful. Completely hardy.

2-Yr. No. 1 plants

2.00 each;

1.80 each per 3 or more. Postpaid

ORDER NOW!

Order Blank on Page 9



Making a Lawn

Building and maintaining a beautiful lawn is a matter of observing a few simple principles. The best answer to the crab grass and weed problem is creating and maintaining a thick, vigorous grass turf.

1. A good seedbed on a new lawn is vital. Bring to grade, apply 2 or 3 lbs. commercial fertilizer (5-10-5 is a good formulation) per 100 sq. ft. and work in to depth of 6 in. Finish seedbed by raking, rolling and raking again.
2. Sow grass seed mechanically or by hand two directions for uniform distribution. A quality mixture is the most economical. Our PLANTLAND products are the finest available. One lb. per 200 sq. ft. is ample. Rake in lightly and roll. Early spring and early fall are best seeding times.
3. Seedbed must be kept constantly moist until grass stand is secured. This will mean light sprinkling during dry periods. A light mulch is excellent to help keep surface moist during this establishment

period and to retard run-off and erosion until grass is established. Weed-free straw (old straw) is best. Apply only "two straws" thick so you can look down and see soil surface. Heavier mulch will smother germinating grass. Erosion netting or burlap can be used on steep banks.

4. On established lawns, one lb. grass seed per 400 to 500 sq. ft. is ample. Rake in.
5. Mowing—Follow the principle of mowing often and high. Set your mower so it will clip not less than two inches high. If mowings are frequent and regular, allow clippings to lie on the lawn.
6. Established lawns—Fertilize both late fall and early spring (never in mid-summer) using two lbs. fertilizer per 100 sq. ft. You can't spread fertilizer evenly by hand; so beg, borrow, rent or buy a spreader. Water thoroughly to wash fertilizer off grass blades soon as spread. In watering an established lawn, soak thoroughly and not too often. Get the water down at least 6 inches. You can check this with a rod or screwdriver.

Plantland's PREMIUM LAWN SEED

This is the finest lawn seed we can offer our customers, regardless of brand. Finest Kentucky Blue, blended with Creeping and Chewing Fescue, Highland Bent, Red Top and White Clover.

5 lbs. for 6.89; 25 lbs. for 31.25; 100 lbs. for \$100

Plantland's "QUIKLAWN"

Excellent blend where quick turf effect is important. Kentucky Blue with Perennial Common Rye Grass, Meadow Fescue, Redtop and White Clover.

5 lbs. for 3.75; 25 lbs. for 17.50; 100 lbs. for 62.50

Plantland's KENTUCKY BLUEGRASS

New crop Kentucky Bluegrass 85% harvested from old established stands in Missouri and Southern Iowa drouth belt. We consider this seed far superior to bluegrass seed from more humid regions and best adapted for difficult lawn conditions. Fancy, extra-reclined.

5 lbs. for 6.00; 25 lbs. for 28.50; 100 lbs. for \$105

Grass seed not postpaid; ordinarily will be shipped express

COLORFUL, LUXURY HEDGING at THRIFTY PRICES

(Below) DWARF BLUE LEAF WILLOW HEDGE (*Salix purpurea nana*)

Exciting new silver-blue hedge plant. Completely hardy and a true dwarf willow. We have observed this plant go through our recent Sahara-like summers and have been frankly amazed at the way the feathery, willowy, compact foliage stood the worst of the drouth without flinching.

Use it trimmed as a colorful, low formal hedge around beds or walks. Let it grow untrimmed where you wish a soft, striking mound-shaped hedge three to four feet tall. Plant one foot apart.

Field-grown plants, 12 to 18 inches

Each per 10, 48c. Postpaid. Each per 50, 45c. Postpaid. Each per 100, 40c. Postpaid



RED LEAF BARBERRY

(*Berberis thunbergii atropurpurea*)

Great improvement over the older green Japanese Barberry. Blood-red leaves provide rich color to home grounds from spring until fall and the red berries remain to provide winter color. One of the most serviceable low hedge plants. Requires little if any trimming and grows in most any soil. Noted for ability to withstand dry conditions. Plant in full sun one foot apart for a tight hedge.

Field-grown, 10 to 12 inch plants

Each per 10 — 33c. Postpaid

Each per 50 — 30c. Postpaid

Each per 100 — 28c. Postpaid



Other Excellent Hedging

- Amur Honeysuckle (See Pg. 3)
- Spiraea Van Houtte
- Cranberry Bush
- Dwarf Spirea
- Chinese Lilac
- Rose-Flowered Shrub Honeysuckle
- Dwarf Winged Burning Bush
- Hortibunda Roses
- Hollies (any variety)
- Firethorn
- Abelia
- Winterberry (particularly dwarf form)
- Guardsman Euonymus
- Boxwood
- Taxus (yew) any variety
- Multiflora Rose (Pg. 2)
- Also See Pg. 7

GOLDEN VICARY

(*Ligustrum ibota vicaryi*)

At long last! True dwarf, golden leaf plant, perfect for hedging or low edging for beds or walks. Our plants remain bright golden yellow throughout growing season. Slow grower, so needs little trimming. Easily maintained at eighteen inches. Plant in full sun for best color effect, on twelve-inch centers in the row.

Sturdy 10 to 12 inch, 2 year plants

Each	— 79c. Postpaid
5 plants for	— 3.49. Postpaid
10 plants for	— 5.95. Postpaid
20 plants for	— 10.00. Postpaid

Aristocratic BROADLEAF EVERGREENS

Plantland's CLIMATE TESTED

BROADLEAF EVERGREENS mark the better contemporary home landscape plantings, and our list of broadleaves is one of the most complete for northern areas. If you are troubled with shady locations, broadleaf evergreens, as a group, endure shade better than most plants. Plant with Michigan Peat Moss, and mulch your plantings liberally.

THE FABULOUS Evergreen EUONYMUS FAMILY

EUONYMUS "GUARDSMAN"

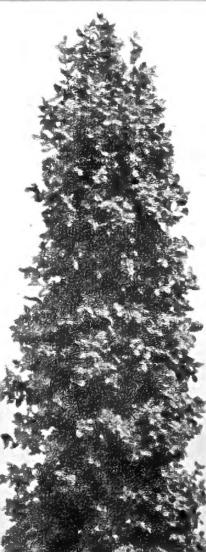
(*Euonymus vegeta*, "Guardsman")

New! And just about our favorite broadleaf evergreen. We have been testing it for eight years and like it better each season. Foliage is a rich, almost black-green. It is distinctly upright growing, and may be trained in a column, if desired. It hedges beautifully, or makes a most attractive free-growing foundation plant.

It withstands hot, dry summers; yet holds its hardy foliage through the worst winters we have experienced. One of hardiest of all broadleaf evergreens. Normally grows to 3½ or 4 ft. but reaches 5 or 6 feet if trained as a column. Planted against brick or stone walls it clings with root-like hold-fasts and makes a luxuriant evergreen vine.

Use small plants for hedging or edging. Plant a foot apart, and by light trimming hedge may be maintained as low as one foot.

15 to 18 in. plants: 2.49 ea.; 3 or more 2.00 ea., Postpaid
Hedging grade, 10-12 in.—plant 12 inches apart—
60c each, Postpaid, in quantities of 6 or more



"We were very happy with the nursery stock you shipped us last week. I have never seen better plants."
4-11-55 — Mrs. R. A.
Warrensburg, Mo.

EVERGREEN WINTERBERRY

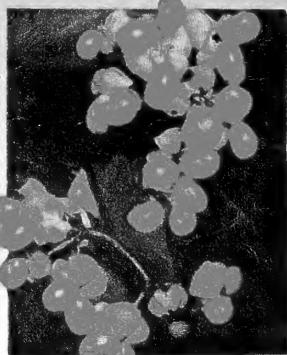
(*Euonymus patens*)

A truly wonderful broadleaf evergreen shrub. You will be amazed at the way it thrives in deep shade as well as full sun. Glossy, rich, leathery foliage and masses of bittersweet berries in fall and winter. You may let it grow freely or shear it for formal effect. Exceptionally good as a clipped or free-growing hedge. Our type Winterberry is medium-leaved and a good, compact grower. We are simply delighted with the way it performs and know you will be too. It is such a useful, sturdy and beautiful broadleaf evergreen that we grow thousands which enables you to purchase at rock bottom price. Very special, field-grown, moss-balled. 15-18 in. plants.

Each 2.00, Postpaid

Each per 3, 1.75, Postpaid

Each per 10 or more, 1.60, Net Postpaid



DWARF EVERGREEN WINTERBERRY

Similar characteristics of above but more dwarf and compact growing. Finer foliage. Excellent for low hedging or where a small evergreen shrub is needed in foundation planting. Thrives in full sun but does beautifully in deep shade where its evergreen foliage is even more rich and waxy.

Each, postpaid

Each per 3, 1.75

Each per 10 or more,

1.60

(Net Postpaid)

\$2

Dwarf Evergreen Bittersweet

ORDER NOW OR VISIT US

Plantland

FORREST KEELING NURSERY
Elsberry, Missouri

Extra Special
Red-Berried BURFORD HOLLY

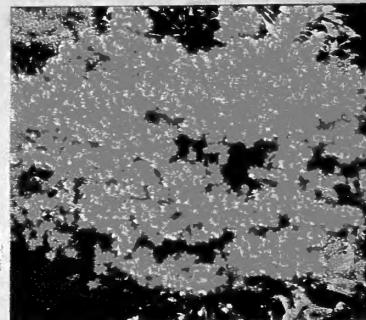
Ilex cornuta burfordii

The finest form of Chinese Holly. A shrub holly growing to 6 ft. with thick, lustrous evergreen leaves and heavy clusters of large sparkling red berries. Considered tender this far north, yet there are mature specimens in St. Louis that have lived for years and are indescribably beautiful, but do not plant north of St. Louis, Cleveland, Boston line. Self-pollinating. Our sturdy 15 to 18 in. container-grown plants transplant very well indeed. Regularly 2.49 each—Postpaid only

\$1.99



Roundleaf Japanese Holly



Dwarf Evergreen Azaleas

ROUNDELF JAPANESE HOLLY

Ilex rotundifolia

Rich, lustrous evergreen foliage, excellent for home front planting. Good contrast with Junipers and Yews. For formal effect, may be sheared to any desired shape.

By the way, if you have been wanting a truly aristocratic evergreen to hedge your porch or patio, plant Roundleaf Holly, secure in the knowledge that you are planting the best. Wish you could see these beauties in our nursery rows!

15-18" Container-grown plants 2.49 ea., Postpaid
Hedging grade, 10-12"—plant 12" apart, 70c each.
Postpaid, in quantities of 6 or more.

DWARF EVERGREEN AZALEAS

Here are two wonderful Dwarf Evergreen Azaleas of the hardy Kurume group—dense, compact and packed with bloom buds. Evergreen foliage, rich forest green on both varieties. Plant Azaleas in straight sedge peat (our Michigan Peat is perfect). Be sure planting bed is well-drained—slightly elevated—and protected from winds and hot sun.

AZALEA CHERRY-RED (*Hinodegiri*) Flowers bright clear cerise and borne in utter profusion, completely covering the plant. The most showy Azalea ever introduced.

SNOW Blossoms a pure snow white. Most glamorous white Azalea. Foliage and conformation identical to Cherry-Red. Full, compact 12-inch plants, dug with soil ball, ready to bloom.

Each 2.75; two for 5.00, postpaid.

ENGLISH BOXWOOD

Here is the classic and aristocrat among broadleaf evergreens. A Boxwood hedge or edging around the rose or perennial garden is priceless. For hedging along walk or patio it has no rival.

For years we have been building up an adequate stock of boxwood and now have a limited supply of 2 year, 10 to 12-inch plants that transplant perfectly. Our supply will be exhausted quickly at this price.

1.00
ea. 6 or 90c
(postpaid)

FLAMING FIRETHORN

Flaming, fiery orange or red berries adorn this picturesque broadleaf evergreen through the fall and winter months.

To create a mass effect in the corner of your home, or to train against your fireplace or wall, this is the plant to use. Wish we could show you several Flaming Firethorn hedges planted here in Elsberry. Very few plants will be more prized.

Container-grown plants, 15 to 18 in.

Each 2.49—Postpaid



Flaming Firethorn



Magnolia
Glossy Abelia



MAGNOLIA GRANDIFLORA

No other broadleaf evergreen is like the fabulous Southern Magnolia—huge, leathery, evergreen leaves.

This romantic Magnolia towers to 90 feet in its southern range but is more often 20 to 30 feet when grown in the north.

We are north of the Magnolia Grandiflora native range, yet our plants have thrived beautifully and are well acclimated. This plant is such a garden prize that it is worth planting in a protected spot as far north as St. Louis or New York.

18-24" plants in soil ball 3.00 each, Postpaid

ABELIA GRANDIFLORA

Here is an exquisite dwarf broadleaf evergreen that is simply charming month after month.

Abelia begins to show its dainty shell-pink blossoms at break of summer and simply doesn't stop until frost. Rich, lustrous foliage persists year round except in the most severe winters. Our plants grow to about 3 feet in height, which makes them superb for low lines, massing, entrance pieces or choice hedging. Abelia is noted as a shady-area plant; yet ours grew beautifully in the nursery in full sun without a drop of irrigation through the worse drought on record.

You'll wait a long time for another offer like this; so stock up generously. Moss-balled, field-grown, 15-18 in., Postpaid

Each, 1.50 3 for 4.00 10 for 12.00

